

Free admission at Delaware State Parks on Black Friday

DOVER – Delaware State Parks and outdoor recreation retailer Recreational Equipment, Inc. (REI), invite the public to #OptOutside on Black Friday, Nov. 25, when admission to all of Delaware's state parks will be free of charge. REI initiated the "Opt Outside" program last year to encourage children and families to enjoy the outdoors, rather than participate in Black Friday retail sales.

The \$2.4 billion co-op shut all 149 of its doors on Black Friday and gave each of their 12,287 employees a paid day off so that they could get out from behind the register, and get into the great outdoors. According to REI, about 1.4 million people participated nationwide last year. This year, REI is building on that momentum by inviting the outdoor community to support the concept again.

"We're thrilled to be a part of such an innovative and exciting movement, and hope to see many families and friends enjoying our parks all day," said Delaware State Parks Marketing Director Madison Watkins. "Those willing to forego marathon shopping and opt instead for a day of hiking, biking and other adventures will find more than 100 miles of trails to explore throughout Delaware, spectacular locations for bird and wildlife watching, scenic views and much more."

All Delaware State Parks gates will open at 8 a.m. Friday, Nov. 25. Park offices will be closed. The Division encourages visitors to use the hashtag #OptOutside on Facebook, Instagram and Twitter to show their support, and invite their families and friends to join in.

"We guarantee this will be more fun than standing in line at the mall," added Watkins.

Visit www.destateparks.com for park locations and more ideas on how to spend the day outside in Delaware State Parks and check out REI.com/opt-outside to upload your #OptOutside photos.

Vol. 46, No. 405